CASE STUDIES

Case Study
PENHALIGONS

Penhaligons is an English house founded in the late 1860's by John Penhaligon who was perfumer to Queen Victoria. They have outlets all around the world and specialise in fragrances for ladies and gentlemen.

Company: Penhaligons
Website: www.penhaligons.com
Industry: Retail
Technology: Zynk Workflow
                Sage 200
                FTP
                WinParf EPOS

THE CHALLENGE

Penhaligons needed an integration from their website to their newly installed Sage 200 accounting system that would eliminate the need for data rekeying so they could ramp up sales on the E-Commerce side of their business.

HOW WE HELPED

After reviewing Penhaligons systems we quickly set to work on how Zynk could help solve their integration problem. As their Ecommerce platform which was able to generate a simple CSV file, Zynk was able to read this file, map it to the correct format and import the data into Sage 200 as Sales Orders. After the success of the first integration, Penhaligons didn't hesitate to ask us to integrate their WinParf point of sale system with Sage 200 and working alongside their IT team we were able to deliver another successful integration to consolidate sales for all of their EPOS systems worldwide with Sage 200

THE RESULTS

Penhaligons have made substantial savings by eliminating manual processing of web orders allowing them to scale up the sales on the website and in the second phase the integration of WinParf EPOS has saved costs by automatically importing end of day sales directly into the accounting system.

ZYNK

CHALLENGE

Teapigs had built a website but as the business grew, so did their need for other teapiggers to re-key data into their accounting system and when it's a few orders a day it's not a problem but when it's starting to run into hundreds it soon becomes a full time job.

HOW WE HELPED

Teapigs' web developers, Blubolt, have previously worked with Zynk and thought it would be the perfect solution to their integration woes and asked us to help integrate the Teapigs website.

RESULT

Teapigs new website is now completely integrated to their Sage 200 accounting system with customers, orders and stock information all seamlessly transferred between their BluCommerce system and Sage via a secure FTP service.

Case Study
TEAPIGS

Nick and Louise started teapigs in 2006. They met whilst working for another tea company, where they discovered a whole world of quality teas out there that simply were not getting the attention they deserve. And so teapigs was born.

Company:	Teapigs
Website:	www.teapigs.co.uk
Industry:	Retail
Technology:	Zynk Workflow
	Sage 200
	FTP Server
	BluCommerce

SPEEDFLEX

Speedflex is a revolutionary exercise system unlike any other, there's no pain after a workout and sessions are taken by a qualified trainer in one of the many Speedflex centres around the UK, and even celebs like Alan Shearer and Ben Shephard swear by the Speedflex exercise system.

Company:	Speedflex Europe Limited
Website:	www.speedflex.com
Industry:	Leisure
Technology:	Zynk Insights
	Zynk Workflow
	EZ Facility
	Campaign Monitor

THE CHALLENGE

Speedflex faced a few integration and reporting challenges, firstly they were using Campaign Monitor to communicate with members and data from their EZ facility was not easily synchronised with Campaign Monitor and the second issue was consolidating report data from multiple EZ Facility systems.

HOW WE HELPED

Using Zynk Workflow we integrated member data from EZ Facility to Campaign Monitor Subscriber lists, augmenting the data with location, age and membership status allowing them to send segmented mailshots. Secondly using Zynk Insights we pulled data from EZ Facility to generate dashboards for head office to view centre statistics at a glance.

THE RESULTS

Speedflex can now reliably and accurately send members Email newsletters and important communications en-masse and reporting is a breeze with data displayed in the head office on a 50" screen which is updated hourly.

ZYNK

CHALLENGE

Smiffys developed an ecommerce site to market their range of costumes online using the Magento platform approached our team to help them integrate Magento with their Sage 50 accounting system for their rapidly growing B2B ecommerce site.
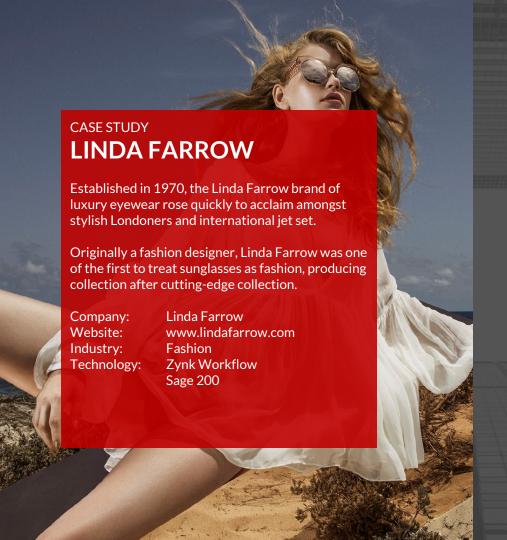
HOW WE HELPED

Working directly with Smiffys our team identified the requirements and implemented a seamless integration between their Ecommerce site and Sage 50 along with automating the sending of invoices to customers using the Sage 50 Email Reporting.

RESULT

Smiffys ecommerce function is now completely automated and customer documentation such as invoices and despatch notes are automatically sent out from their Sage 50 accounting system.

Smiffys are now implementing a second phase of development to integrate the retail side of their business, again with Magento ecommerce platform to Sage 50 accounts.

Case Study
SMIFFYS

As the leading costume, Halloween and Carnival manufacturing company in the UK, Smiffys distribute over 5000 products to over 5000 stockists around the world, with over 26 million items shipped every year.

Company: SMIFFYS
Website: www.smiffys.com
Industry: Retail & Manufactoring
Technology: Zynk Workflow
                 Sage 50
                 Sage 50 Automated Reporting
                 Magento

LINDA FARROW

Established in 1970, the Linda Farrow brand of luxury eyewear rose quickly to acclaim amongst stylish Londoners and international jet set.

Originally a fashion designer, Linda Farrow was one of the first to treat sunglasses as fashion, producing collection after cutting-edge collection.

Company:	Linda Farrow
Website:	www.lindafarrow.com
Industry:	Fashion
Technology:	Zynk Workflow
	Sage 200

THE CHALLENGE

Linda Farrow were manually inputting orders from their online shop which was taking time to process and also utilising staff to perform the manual data entry.

HOW WE HELPED

Linda Farrow's ecommerce system was capable of exporting orders in CSV format, this data was processed by Zynk and converted to the format required by Zynk to import those orders into their Sage 200 accounting system.
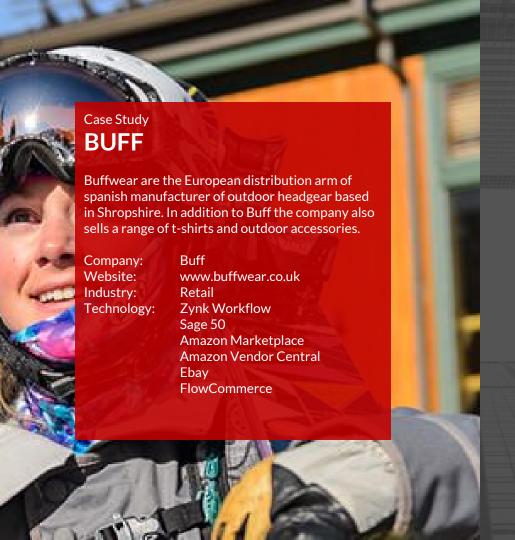
THE RESULTS

Linda Farrow went from manual data input process to a completely automated solution which imports orders throughout the day and provides the team with notifications of orders processed as well a proactive monitoring of workflows

ZYNK

"The new Dashboards system is fantastic, we were spending hours preparing figures from numerous different reports every month and now all the data we need is accurately displayed on a dashboard which Zynk keeps updated throughout the day"

Jackie Boylan, Operations Director

Speedflex Europe

Case Study
BUFF

Buffwear are the European distribution arm of spanish manufacturer of outdoor headgear based in Shropshire. In addition to Buff the company also sells a range of t-shirts and outdoor accessories.

Company: Buff
Website: www.buffwear.co.uk
Industry: Retail
Technology: Zynk Workflow
              Sage 50
              Amazon Marketplace
              Amazon Vendor Central
              Ebay
              FlowCommerce

THE CHALLENGE

Buff started with an ecommerce site which needed integration to their stock control and ordering systems within Sage 50 as rekeying data between their website and Sage was becoming very time intensive.

HOW WE HELPED

The system with Buff grew over a period of years initially starting with Order download from the websites and inventory upload this then expanded to include their Amazon stores for both Amazon retail and Vendor central orders.

THE RESULT

Buff now have all their accounting systems fully automated including retail, trade and Fulfilled by Amazon (FBA) orders saving hours upon hours of time when compared to manually updating their systems.

ZYNK

THE CHALLENGE

LSO were inputting a lot of data manually into their Sage 200 system ranging; sales for the record label they own and payments to musicians. Our team was asked to assist when their IT company saw how Zynk would totally eliminate these issues.

HOW WE HELPED

After a comprehensive review of their systems our team identified a number of areas that could be automated or reduce costs; we automated the import of sales from the record label Microsoft Access database to Sage 200, a custom integration with their bespoke Players Fee Management system ensures that players are paid on time by automatically importing supplier payments to Sage 200 and the inputting of invoices to Sage from Excel spreadsheets.

THE RESULT

All processes are completely automated saving costs and time when compared to the previous manual process. The system runs continuously throughout the day and any errors or issues in Excel spreadsheets are immediately sent to the finance manager for investigation. Using Excel spreadsheets to process invoices eliminated the need for any additional Sage 200 licenses further reducing costs.

Case Study

LONDON SYMPHONY ORCHESTRA

LSO was founded in 1904 and is one of London's oldest and most well known symphony orchestras performing over 120 concerts a year and was named by Gramophone as one of the top five orchestras in the world.

Company:	London Symphony Orchestra
Website:	www.lso.org.uk
Industry:	Entertainment
Technology:	Zynk Workflow
	Sage 200
	Microsoft Excel
	Microsoft Access
	LSO Player Fee Management

LATEROOMS

Laterooms.com are the UK's largest hotel booking web site. Started in Manchester in 1999, as an 'on the day for the day' booking site for unsold hotel rooms. Today, they now offer more than 150,000 properties worldwide, with more UK hotels than anyone else.

Company: Laterooms
Website: www.laterooms.com
Industry: Leisure
Technology: Zynk Workflow
                Sage 200
                Microsoft .Net

THE CHALLENGE

Laterooms were growing rapidly using Sage 50 to add commission invoices and it reached the stage where the process of manually inputting data between the web site and Sage 50 was taking a team of two staff around a week to complete every month - something had to change.

HOW WE HELPED

Laterooms approached us and after reviewing the systems we recommended a solution based around our Zynk business automation platform and working with their IT team they created the data feeds that would allow them to automatically export invoices from the back office and import them into Sage 50 and at a later stage Sage 200.

THE RESULT

Zynk successfully eliminated the manual rekeying process freeing up around 5 days per month for two members of staff. The company continues to grow and processes well over 50,000 hotel invoices every month using the Zynk based automation solution and have now upgraded to Zynk for Sage 200.

zynk

> "It has drastically reduced the time it takes to load information regarding hotel invoices at Laterooms from a week to less than a day."

Nick Southworth - Development Manager - Laterooms.com

ZYNK